



## PRESS RELEASE

### **FOR IMMEDIATE RELEASE**

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*More People are Visiting the Pratt!*

### **PRATT LIBRARY REPORTS ANOTHER SURGE IN VISITORS, 19% INCREASE**

**Library visitors topped more than two million in the past year**

**BALTIMORE** – The Enoch Pratt Free Library is pleased to report that 2.01 million people walked through its doors – a 19% increase from the previous year. This is on top of the 33% increase from 2008 to 2009. That is more visitors compared to other popular Baltimore tourist attractions including the National Aquarium, First Mariner Arena and M&T Bank Stadium in a year (based on the *Baltimore Business Journal's Book of Lists 2010*).

The 19% increase in visitors was also achieved despite the decrease in hours, furlough days and two branches closed for renovation, Edmondson Avenue Branch and Reisterstown Road Branch.

“The 19 percent increase, and the 33% increase from 2008 to 2009, proves how valuable all Pratt locations are for thousands of people every day in Baltimore,” said Carla Hayden, Chief Executive Officer of the Enoch Pratt Free Library. “People used to say that the Pratt Library was Baltimore’s biggest secret. I’m happy to say it’s not a secret anymore! Our patrons are discovering that we are more than just a place to check out books and movies. They are enjoying great author events, children and teen activities, free Wi-Fi, job and career assistance, and even coffee in the cafe.”

These new figures are based on the Pratt’s 2010 Fiscal Year Statistical Report. The report also highlights increases in several other categories:

- 21 increase in the number of visits to the Pratt’s website, [www.prattlibrary.org](http://www.prattlibrary.org). It should also be noted that 78% of users are from outside the library.
- 15% increase in the number of visits to the Pratt’s Public Access Catalog (online catalog).
- 3% increase in reference questions at branches despite decrease in hours of service and two branches closed for renovation.

For more information about the Pratt Library, visit our website at [www.prattlibrary.org](http://www.prattlibrary.org). Also look for the Pratt Library on Facebook, Twitter, Flickr, Foursquare and YouTube.

Remember at the Enoch Pratt Free Library: “*Your journey starts here.*”